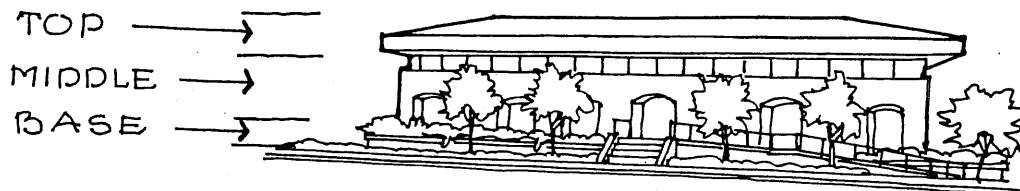


The height of a building is the most obvious indicator of scale. Sunnyvale's Zoning Ordinance allows buildings up to 8 stories in many commercial and industrial zones of the City. In some of these areas, 8 stories would not be in scale with surrounding development. Some large projects may need to be tapered down to the height of adjoining buildings to avoid startling contrasts in height between neighboring properties. The City could also reconsider height regulations to provide appropriate height in certain areas. Building height should not block solar access or scenic vistas. Sunnyvale has a Solar Access Ordinance which prohibits excessive shading of residential roof areas and preserves sunlight for existing solar equipment. As buildings get taller, Sunnyvale may need to consider other policies addressing the shading of rear yards and public gathering places.

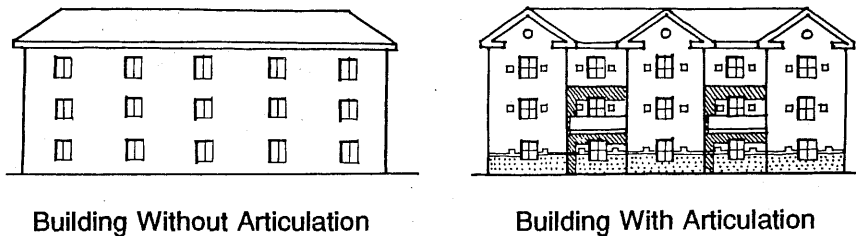
Shape. The basic shape of a building can be found in its silhouette. A building can be angular or curvilinear, horizontal or vertical. The exterior shape most often follows the interior use. A shape that is different from surrounding buildings will call attention to that structure. There are some districts in Sunnyvale where the continuity of the streetscape gives that area a special character. In these districts, building shapes need to be compatible in order to maintain that character. A building's shape should also be sensitive to the shape of the site.

Mass. The perceived mass of a building is also an apparent size, not an absolute size. Mass can be described in absolute terms as the floor area of a structure. However, the perceived size of two buildings with equal floor area would be described differently depending on the shape, scale, color and building articulation.

Most buildings have three components: a base, middle and top. If these components are articulated with changes in building planes, colors, materials and rhythm, it breaks the structure into smaller parts and the building seems less massive. Articulation of these components helps people understand the building by reading it in manageable pieces. In Sunnyvale, most large buildings will benefit if the base, middle and top portions are distinctive.



Building articulation can reduce the apparent mass of a structure. Changes in building plane and height, and the addition of elements such as bay windows, porches, porticos or dormers create shadow and texture which add lightness and permeability to the building mass. Rooflines can also be articulated with secondary gable or hip roof elements. Buildings in Sunnyvale should have articulation. Structures which have flat boxy surfaces or are too long are inappropriate, as they are experienced as too massive and intrusive. The bulk of buildings over two stories can be minimized if the buildings are stepped back from the roadway above the second level. This approach will avoid continuous, solid walls which give a tunnel effect. In some areas of Sunnyvale, it may also be necessary to stagger the building setbacks to avoid a tunnel effect.

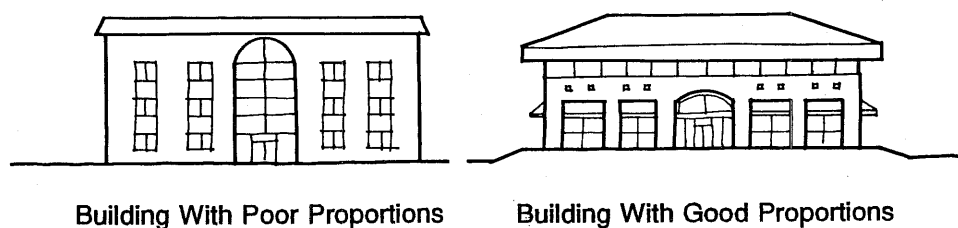


Sleek, modern office structures are often an exception to these standards for articulation. High tech, high-rises often have smooth surfaces with little or no articulation or distinction between the base, middle and top. This style forgoes these conventions in favor of simple geometric form and strong textural or color patterns. The simplicity of form and patterns makes these buildings easy to understand and often very attractive. However, the perceived mass of these buildings can be substantial. As a result, this high tech style is generally best viewed from a distance. In Sunnyvale, high tech styles are best suited for industrial parks and employment centers, rather than pedestrian environments, such as the Downtown or neighborhood shopping districts.

Along with design standards, floor area ratios are useful tools in understanding and managing building mass. A floor area ratio is the ratio of the total size of the building floor area to the size of the lot. A 35% FAR on a 10,000 square foot lot would result in a 3,500 square foot building. Sunnyvale currently has FAR standards for industrial zones which are meant to regulate employment and were not intended to address building mass. Some surrounding communities, such as Palo Alto and Cupertino, have adopted FAR's as a way controlling building mass to insure compatibility or allowing higher FAR's to emphasize certain areas. In many cities, including Sunnyvale, new and remodeled homes on infill sites often have been much larger than surrounding homes. This deviation from the typical spatial character of the neighborhood has caused controversy. As a result, some communities have adopted FAR restrictions in residential zones. Sunnyvale has

limited the floor area ratio for one residential subdivision and may want to consider City wide standards.

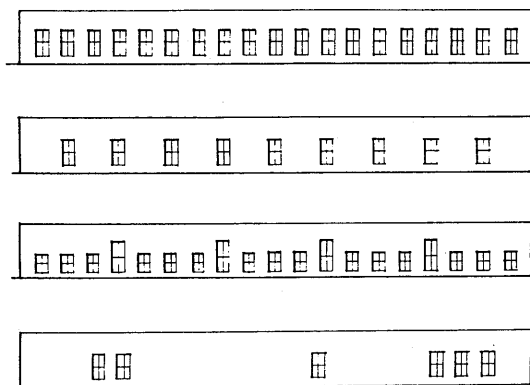
Order and Proportion. A building with order and proportion is graceful and easily understood. A structure with beautiful proportions is one where all of the functional and decorative building elements are in scale with each other. Just as a building will look out of context if it has an inappropriate scale for the streetscape, building elements, such as roofs and windows, will look out of context if they are not in proportion to the rest of the structure. A good proportional design allows people to easily relate each building element to the other, regardless of the overall architectural style.



Order brings added clarity to the proportions of a building. Visual order is the result of reducing visual disparities. Order can be created with patterns of texture, light, color and materials. Even modern architecture with asymmetrical features needs proportion and order. Without this, the design would be chaotic.

Rhythm and Light. The rhythm of a building is created by architectural features such as windows, rooflines and columns, and by the pattern of light and shadow. Rhythm is established by a repetition of these elements. The rhythm of a building can be compared to music in its effect. A building with rhythm engages the viewer and elicits a response.

Different Window Placement and
Sizes Creates Different Rhythms

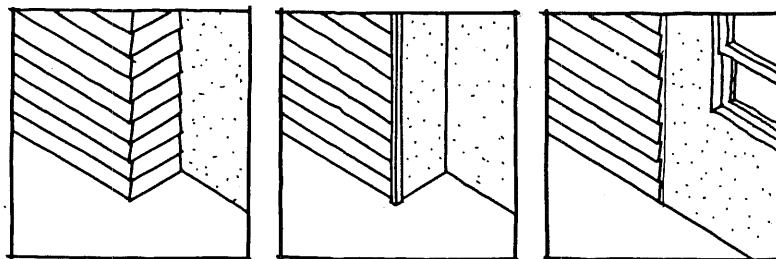


Structures with a fast paced, lively rhythm create excitement. Structure with a somber, heavy rhythm may create a more formal response. The number, spacing and shape of the building elements will determine the tempo.

Building articulation is an effective means of establishing a rhythm with light and shade. Articulation also helps avoid wind tunnels and creates sheltered areas. Most buildings benefit when windows and entries are recessed to create shifting patterns of light and shade. This simple device can make a dramatic difference. Rhythm makes a building interesting; shadow, because it changes, gives the building life. New buildings in Sunnyvale need to be designed with elements which create rhythm and have articulation for interesting patterns of light and shade. Articulation should be evident on all sides of a building, particularly those sides facing the roadway. When the end of a building faces a street, it should have an engaging form with the same level of detail and articulation as the front.

Materials and Textures. The choice and mix of the materials and textures on buildings is important in emphasizing and harmonizing the building elements. Materials and texture, along with color, finish a building. They can add or detract from the other design elements.

Texture can be used to emphasize rhythm and shape, and to distinguish the base, middle and top elements of a building. Texture adds richness and tactile appeal to surfaces.



Materials should wrap around corners and not change on outside edges or flat planes.

A building will be integrated by materials which continue around the entire building and do not change abruptly from one side to another. Piecemeal embellishment and frequent changes in materials should be avoided. Materials will appear more substantial and integral if the change in materials occurs at a change in building plane. Material or color changes at the outside corners of buildings look thin and artificial. Changes in materials on flat walls can also look awkward. A change in surfaces on flat walls may be appropriate for the base of a structure, if it is designed with compatible materials and a smooth transition.

Building materials can be used to enhance the architectural style of the structure. Every style is identified with certain types of finishes, for example, clapboard siding is associated with the cape cod style and tile roofing with Spanish styles. Materials should have integrity with the architectural style and be compatible with the predominant materials in a district.

The finish of a structure is the most visible sign of quality and construction. Building with thin, cheap materials will look poorly built and unattractive, even if the structural integrity is outstanding. A building will continue to look attractive if it is finished with substantial, high quality materials to insure durability. High quality materials for buildings at the gateways into Sunnyvale or Downtown will create an appealing visual environment in these areas.

Color. Color preference is subject to frequent changes in style. Each generation favors different color palettes for clothes, interiors and buildings. Buildings can look more dated by their colors than by their architectural style.

With building colors, it is prudent to be conservative. Some colors have a more timeless quality, especially the natural colors of building materials. Often colors which look fine on small color renderings are overwhelming when applied to large building surfaces. Strong colors should be used carefully with awareness of the surface size.

Colors need to be reviewed in context with the colors of surrounding buildings. A color takes on different attributes depending on the surrounding hues. Colors are also associated with different architectural styles and should have stylistic integrity.

PUBLIC FACILITIES

Public facilities provide essential services and impact the quality of life, as well as the physical appearance of the City. Public facilities include City owned properties, State and Federal facilities, schools and quasi-public facilities, such as utilities. 13.4% of the land in Sunnyvale is zoned for public or quasi-public use. The design of these facilities has a significant impact on the City.

This chapter will focus on design issues rather than the services provided by these facilities. Services provided by Sunnyvale facilities are discussed in detail in many of the City's other General Plan Elements and Sub-Elements. The design of public facilities is the final piece in a comprehensive plan for the function and appearance of Sunnyvale.

Sunnyvale's Public Buildings

Public buildings are the official face of a City. Sunnyvale's public buildings are centers of government, law, culture, education, recreation and other City services. The City services provided in these buildings are essential to the health, safety and welfare of the community. There are many public buildings and complexes which serve Sunnyvale. These includes the:

- City Hall
- Library
- Community Center
- Senior Center
- 18 Parks and Recreation Centers
- Municipal Golf Course Buildings
- Public Safety Building
- 6 Fire Stations
- Corporation Yard
- Water Pollution Control Plant

The City also has plans to construct an 800 seat Performing Arts Theater and lease space for an Historical Museum downtown. The location of existing City facilities is indicated on Figure 6.

Sunnyvale's public buildings have some unique characteristics which are different from other buildings in the City. Sunnyvale's buildings are open to everyone and heavily used by the community. These public buildings are not commercial enterprises, but are solely meant to provide the best possible services to Sunnyvale residents and businesses. Public buildings represent the City and strengthen the identity of Sunnyvale. These

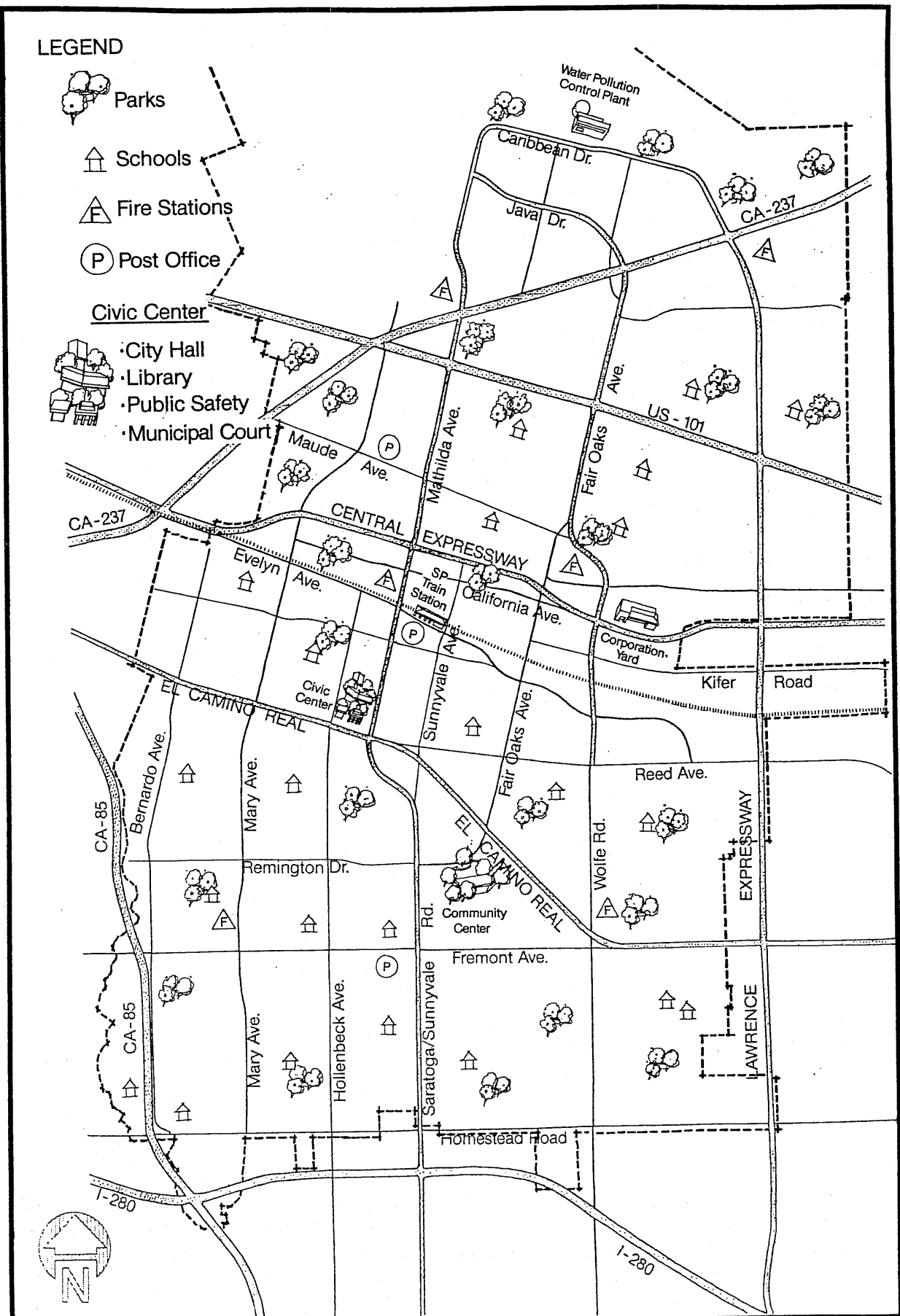


Figure 6: Sunnyvale's Public Facilities

buildings are publicly funded and owned. It is the City Council who decides on new buildings or additions and the architectural plans for those structures. These unique characteristics have an impact on how Sunnyvale's public buildings are designed.

In addition to all of the design principles discussed for private development, the public nature of these buildings also requires them to be readily accessible, easily identified, attractive and representative of the communities values and aspirations.

Accessibility. Most of Sunnyvale's public buildings need to be easy to get to because they provide essential services and the opportunity for citizens to participate in the government of Sunnyvale. The type of accessibility will depend on the use of the building. Buildings used by the entire community need to be centrally located, close to major roadways and transit lines. Other services are more effectively provided if the buildings are distributed throughout Sunnyvale. There are other buildings, such as the Water Pollution Control Plant, which are not used by the public and do not need the same level of accessibility.

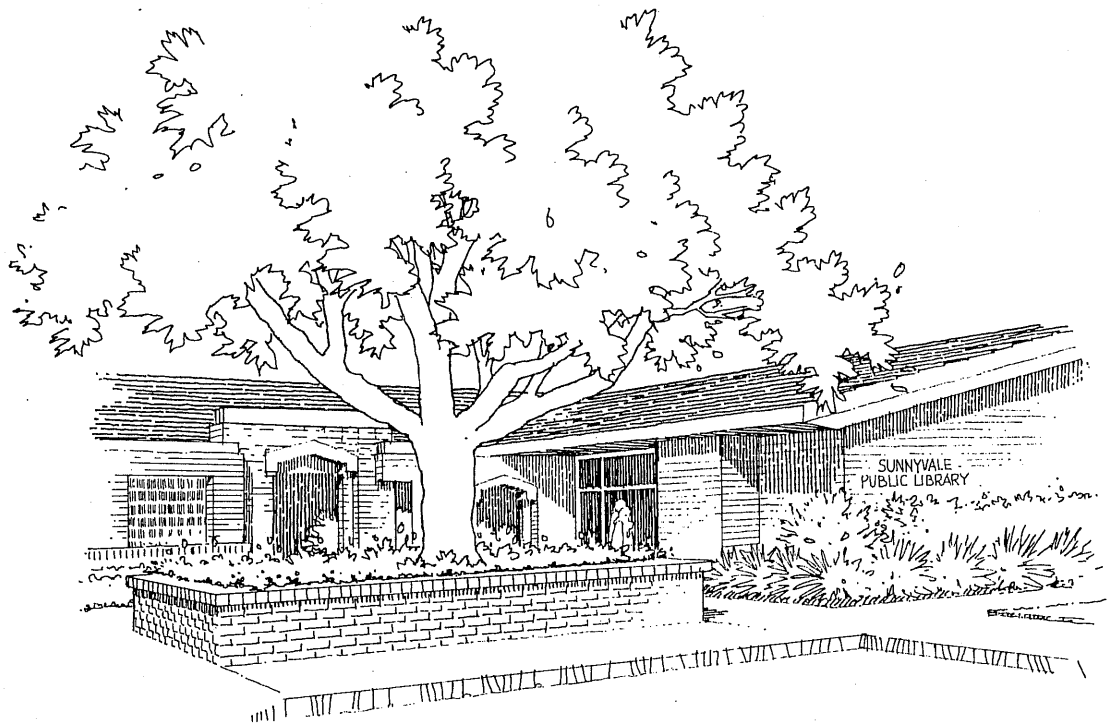
Sunnyvale's public buildings have good accessibility. Most of the City's heavily used buildings, including City Hall, the Library and the Public Safety building are located next to each other downtown along major bus routes and roadways. This ideal location makes it easy for all residents and businesses to have access to these facilities. Recreational buildings and fire stations are spread throughout Sunnyvale. Recreation buildings and parks are located to be within walking distance for children. Fire stations are strategically located to provide a prompt response to emergencies. The location of the City's public buildings provide the best access to City Services. Sunnyvale's public buildings also provide easy access for people with physical handicaps.

Identification. Public buildings which are easily identified make locating City services easier and strengthen the image of Sunnyvale. Signage, architecture and visibility are ways to identify buildings as public structures. Each public building in Sunnyvale provides services which are important to identify. Even buildings not heavily used by the public, such as the corporation yard, benefit from identification which explains the important services provided by City government.

Signage is the easiest way to identify Sunnyvale's public buildings. All of the City's public buildings have signs and there are off-site road signs directing people to heavily used buildings. The City could develop a more comprehensive and visible sign program to help locate City facilities and other major attractions, such as the Downtown. The sign program could include features such as locational maps installed at major public buildings. Directional signs were recently installed at the Civic Center to help people locate different services within this complex. The City has also studied new signs for the Civic Center to provide better identification. Some of Sunnyvale's public buildings would be more legible if the signs were more visible by being in a more prominent location or larger or made of more distinctive materials. It would also strengthen the identity of these

buildings if all of the signs had the same design theme and this design was consistent with any City of Sunnyvale entry signs.

Public buildings are more identifiable if the architectural style implies a public use. Although there is no single architectural style for public buildings, some features can suggest a public purpose. Many traditional government buildings have domes or entries with steps and columns to identify the building. This traditional style would not be appropriate for Sunnyvale, but some of the concepts may be transferable. Entries are particularly important for public buildings. Entries which are open and oriented to the public signify that the building is shared by all members of the community. Public entries should be highly visible and inviting. Plazas in front of the entry create a gathering place which welcomes people. Public buildings will also be more identifiable as belonging to the community if the architecture reflects the City's unique history and cultural values.



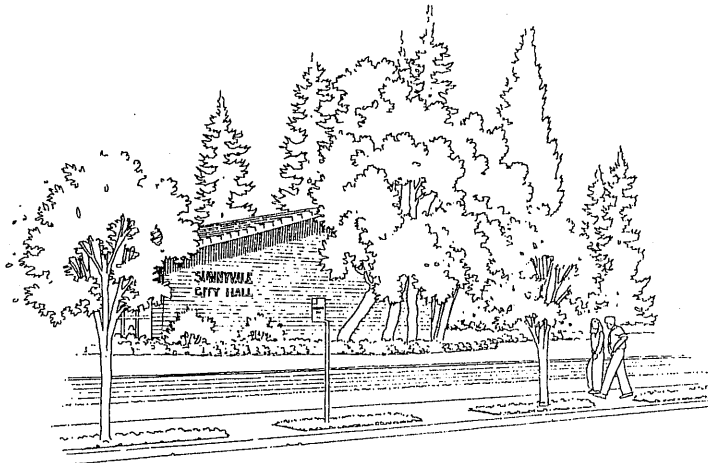
Sunnyvale Public Library

Most of Sunnyvale's public buildings have a suburban architectural style characterized by low buildings, gabled rooflines and expansive landscaped areas. This style represents the dominant residential building style in Sunnyvale and blends into the fabric of the City. The building style does not have a strong public identity, but there are features around the buildings which give a public image. These features include courtyards, information kiosks, public art and fountains. Many City buildings have paved entry courts which

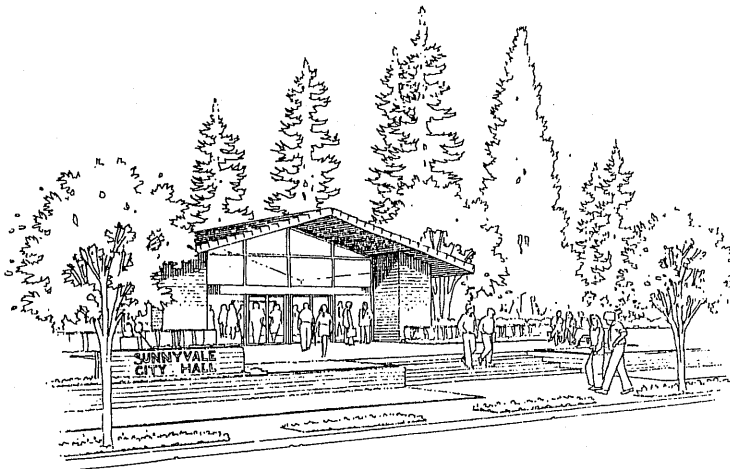
create comfortable places for sitting and relaxing. The Civic Center and Community Center have public artworks and some buildings also have kiosks and fountains which elevate the public identity.

One of the most important features which identifies Sunnyvale's public buildings is the extensive landscaping surrounding them. The City maintains 44.3 acres of public landscaping around these buildings. Few other buildings in Sunnyvale have such expansive landscaping. The handsome landscaped grounds are a valuable resource in a City where open space is scarce. This landscaping gives the buildings a public character.

Identification of City facilities will also be easier if the buildings and entries are visible.



The view of City Hall
from Mathilda Avenue.



How City Hall could
look from Mathilda
Avenue.

Visibility is less important for some public buildings and more important for others. With heavily used facilities like the Civic Center and Community Center, it is important that these buildings are easily seen and identified. Both of these facilities are a source of pride and recognition for the community.

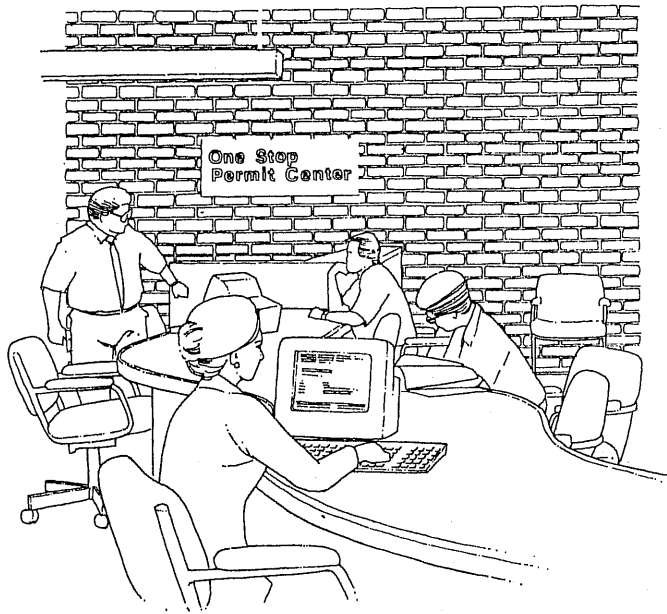
The Civic Center is bounded on two sides by El Camino Real and Mathilda Avenue, but is not easily identified from either roadway. City Hall and the Public Safety buildings are turned away from Mathilda Avenue and El Camino Real. Major entries to these buildings are oriented to Olive Avenue and All American Way. A more public orientation would be created if there were entries or focal points for these buildings on Mathilda Avenue and El Camino Real. An entry on Mathilda Avenue would be particularly useful in creating a visual and function connection between the Civic Center and downtown Sunnyvale. If

Sunnyvale wants to create a prominent visual profile for the City, increasing the visibility of the Civic Center from these major roadways would be one way to create a higher profile for the City. This increased visibility would also be expensive and difficult to achieve due to the existing interior arrangement of office space. There may also be opportunities to increase the visibility and identity of the Community Center along Remington Avenue. More distinctive signage would be one way to improve recognition.

Representation. Sunnyvale's public buildings are a symbol of the City to residents, businesses and visitors. It is important that all the City's buildings are attractive and representative of the community's values and aspirations. Sunnyvale does have attractive public buildings. They are efficient, comfortable, appealing and well maintained. Each year the City spends \$1,840,000 to clean and maintain these public buildings.

Both the interior and exterior of the buildings reflect the City's values. The interior design reflects the City's commitment to provide efficient, quality services. Many building interiors have been remodeled for greater space efficiency and automatic equipment has been installed for better energy efficiency and water conservation. To make using City services easier, most interiors are designed with a central receptionist area to help people locate departments. At City Hall, an innovative sit down counter was installed to provide a centralized and comfortable area for people needing Community Development and Public Works services. The interior design of Sunnyvale's public buildings creates a friendly and professional environment.

The exterior design of these public buildings also reflects efficiency and quality. Most of the City's buildings have a simple, straight-forward design without decorative features extraneous to the use. The natural exterior materials and spacious window areas are attractive features, especially when combined with the surrounding landscaping. Sunnyvale's public buildings have a low profile. One of the questions the City may want to consider in the future is whether this low profile is still representative of the community's aspirations and whether some of Sunnyvale's buildings would benefit from a more visible profile.



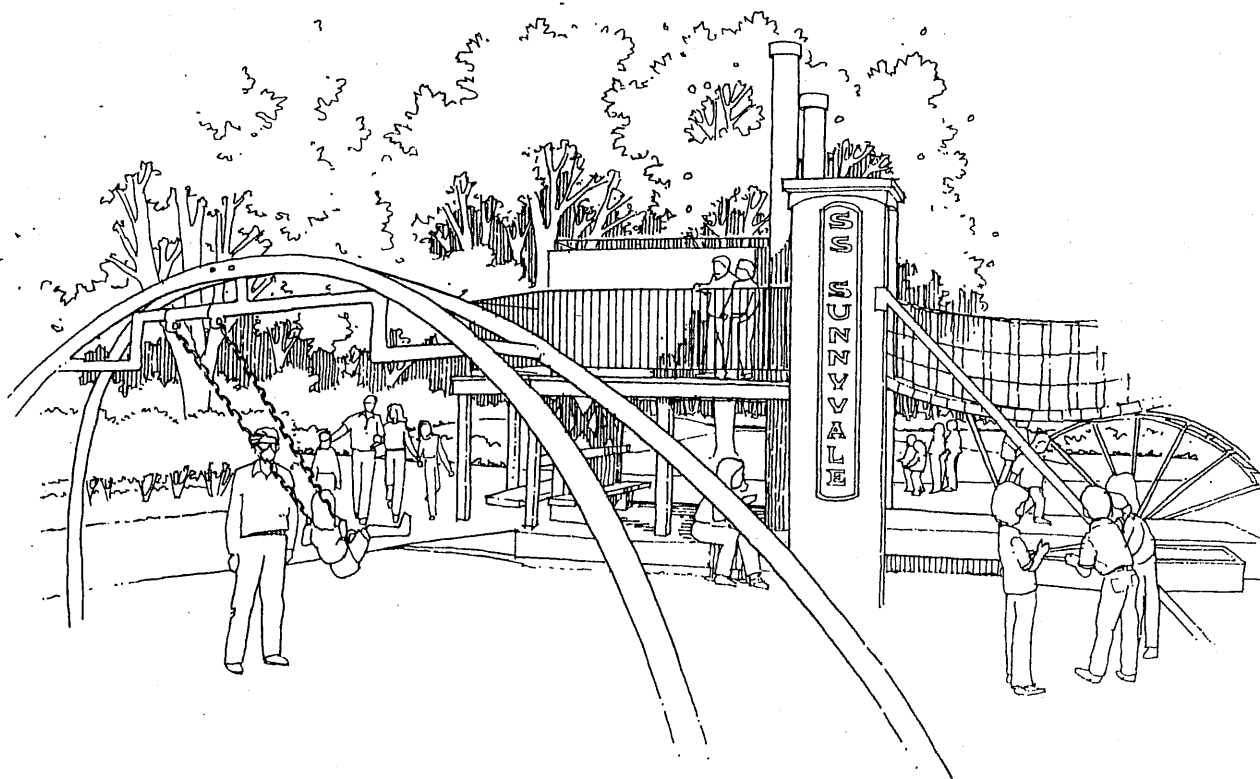
An innovative sit down counter makes using City services comfortable and efficient.

Sunnyvale's Outdoor Public Places

Public places are essential to the social cohesion of a City. Outdoor public places are special areas where everyone can share a sense of belonging with the community. These special areas provide a context where children, adults and senior citizens can participate together. In these places, children can develop social skills and a sense of community. In outdoor public places, different people and groups can learn about each other. Outdoor public places can be made comfortable and beautiful with benches, trees, fountains and art to refresh and uplift people. Outdoor public places can also be used to stage festivals and civic events which celebrate the diversity and cultural values of the community.

In Sunnyvale, outdoor public places are found in City parks, small plazas and courtyards around public buildings and downtown in public pedestrian enclaves. These places enrich the quality of life. One of the essential aspects of these outdoor places is that they are clearly open to everyone. Everyone in the community can have a sense of ownership. This common ownership creates a shared sense of responsibility and appreciation between Sunnyvale residents and their City government.

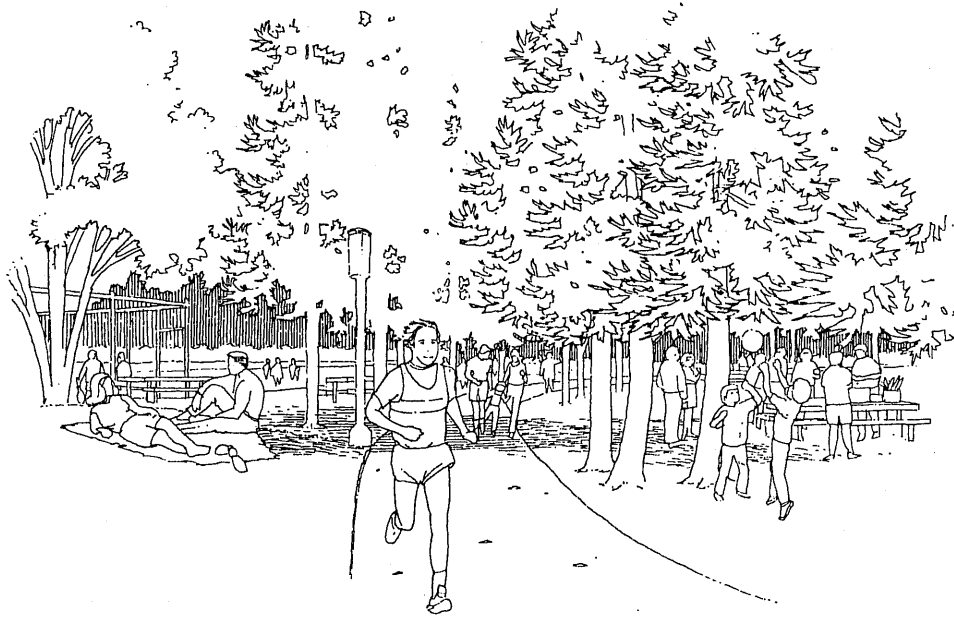
Parks. Parks provide open space, greenery, sports fields, playgrounds and other recreational facilities. They are places where people can enjoy nature, exercise, socialize and relax. Sunnyvale has 18 public parks, an 18 hole and a 9 hole municipal golf course, a municipal tennis center and is developing the Baylands Park owned by Santa Clara County. These facilities provide 370 acres of public open space. City parks and the golf courses are maintained at a 1990 annual cost of about \$4,780,000.



Sunnyvale's neighborhood parks give children a healthy place to play.

Sunnyvale's parks have received national awards for their innovative and quality design. Each park has a unique character which compliments the surrounding neighborhood. Distinctive signage for each park would further emphasize their unique qualities. City parks are landscaped and maintained beautifully. They are also designed to be safe with good visibility from adjoining streets and homes. Sunnyvale's parks are a valuable asset to the way the City looks and an enjoyable service for City residents.

The City parks and recreation system closely cooperates with the public schools in Sunnyvale. Many parks are located next to school sites and share facilities. The City has cooperative maintenance agreements with 12 schools and improvements to the appearance of the school grounds has been significant. In 1981, when school closures threatened playing fields and open space, the City adopted the Open Space Sub-Element outlining a plan to preserve open space and to acquire portions of some closed school sites. To date, portions of three school sites have been acquired for public open space. Sunnyvale's Open Space Sub-Element and Recreation Sub-Element contain more complete information concerning the comprehensive plan for parks and recreation services.



Parks provide recreational facilities for everyone.

Plazas and Courtyards. Sunnyvale has a temperate climate which is ideal for outdoor activities. Many cities have traditional public squares and plazas which serve as special places for civic events, outdoor relaxation and informal gatherings. There are no large public squares or plazas in Sunnyvale, but there are small informal courtyards around many of Sunnyvale's public buildings. These courtyards serve some of the same functions as traditional town squares and have many of the same features. Some of the courtyards around City buildings have artworks, fountains, places to sit and attractive landscaping. People use these spaces for waiting, watching or just relaxing.

People will be drawn to outdoor areas which are refreshing, comfortable and have enclosed boundaries or a focal point. Landscaping and water elements can make an outdoor area relaxing and refreshing, especially in summer when these areas are heavily used. Outdoor public spaces also need comfortable seating for conversation and places to rest. Public places with defined boundaries and protection from automobile noise and fumes will also be more attractive. Monuments and artwork make outdoor spaces interesting and give them a unique identity.

Fountains and water features are an important element for public outdoor places. Water features are refreshing and bring a natural element to the urban environment. Children are particularly drawn and fascinated by water. Some cities have provided water elements which are made for children to play in and explore. As evident by the drought, water elements need to be designed to look attractive without water for those times when water conservation is necessary.

Sunnyvale has incorporated many water elements in City parks and around public buildings. There are extensive ponds and fountains at the Community Center and a water sculpture in front of the library. These water features and the surrounding landscaping creates relaxing, enjoyable outdoor areas for Sunnyvale residents.



Water elements enliven the outdoor areas
around the Community Center.

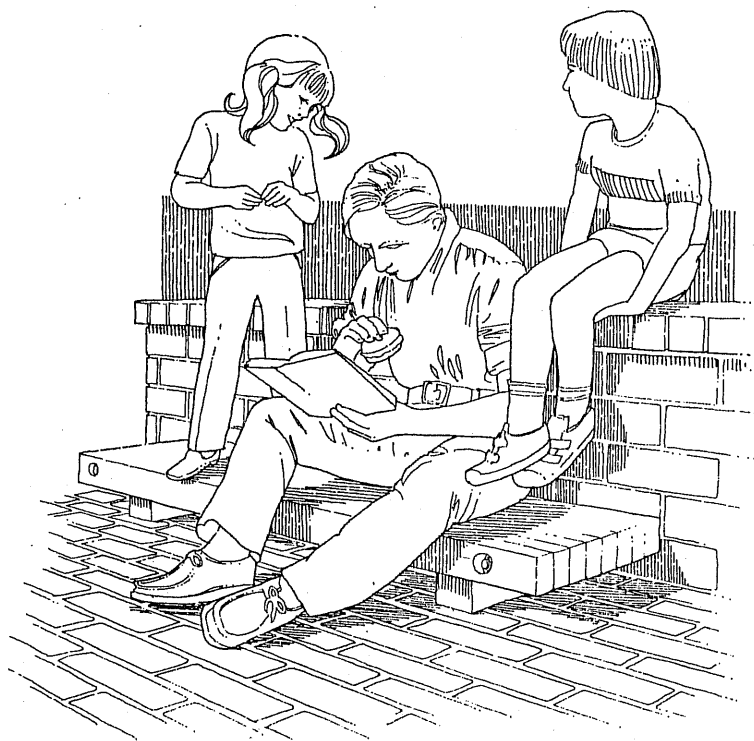
The courtyards around Sunnyvale's public buildings are generally small areas not intended for large public gatherings. The Community Center does have a large outdoor courtyard which is used for civic events. There are no formal public plazas, squares or amphitheaters in Sunnyvale intended for festivals or outdoor concerts. The City may want to consider whether there is a need and location for a public plaza to accommodate these types of outdoor events, particularly in the downtown area.

Public Art. Sunnyvale has an extensive program to acquire public art for the enrichment of the community. In 1990, there are 33 original pieces of public art on display at many of the City's public facilities, including the Community Center, Civic Center and Library, and downtown. These artworks include 1 mural, 5 outdoor sculptures and 27 other artworks, such as paintings, watercolors, tapestries and collages. Outdoor sculptures have the highest profile and are seen by the most people. These sculptures add a unique expressive dimension to the areas around the City's public buildings and emphasize downtown Sunnyvale as an important public place. The Public Art program

in Sunnyvale is part of a comprehensive arts program addressing the varied cultural interests of the community. This program is described in the Cultural Arts Sub-Element of the General Plan.

Public art can capture the aspirations of the community and express the City's cultural and social heritage in a widely understood universal language. Because of this, artworks can contribute significantly to the public identity of a place. Public art can stimulate creativity and imagination. Artworks can be whimsical and fun or serious and uplifting. In either case, the artwork adds a unique human dimension to the outdoor environment. Public art can also be utilitarian and functional. Artworks can be fully integrated into the surrounding environment. Some cities have used sculptures for impromptu seating and shelter from the rain. It is important that there be some public art meant for touching and playing, especially for children.

Artworks which are given to the public have a unique purpose and are most appropriate when they are engaging and have a broad appeal rather than a limited aesthetic focus. Because public art can be controversial, all of Sunnyvale's public artworks are chosen through a participatory selection process involving citizen surveys and public hearings with the Arts Commission and the City Council.

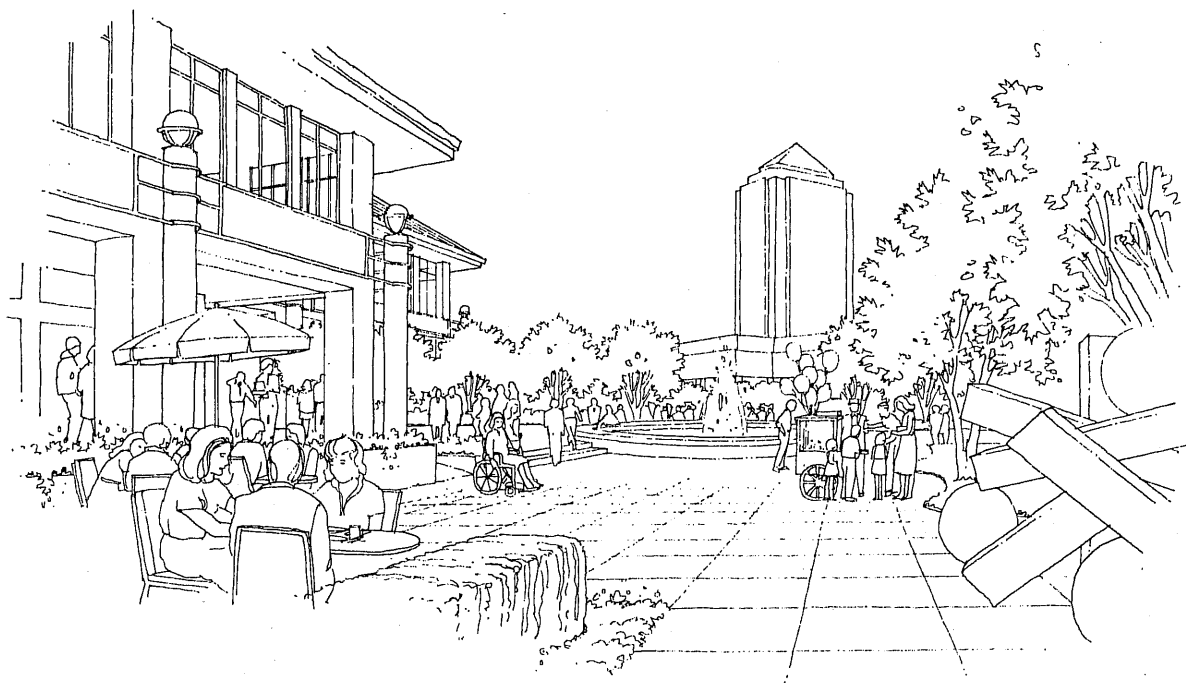


"Out to Lunch" bronze sculpture by J. Johnson.

The "Out to Lunch" sculpture in front of Sunnyvale's Library illustrates many of the best aspects of public art. This sculpture is widely enjoyed by children and adults. It represents a common scene understood by everyone and subtly teaches a respect for books and learning. The subject of the sculpture fits with the Library location. The sculpture has cultural and social significance for people in Sunnyvale and has a scale which blends beautifully with the small courtyard and architecture of the library. There is seating around the sculpture which gives people the opportunity to interact and creates a special gathering place. This sculpture is ideal for the location and an excellent example of public art.

Downtown Public Places. Downtown districts are appropriate areas for outdoor public places as well as private commercial activities. The Downtown is also an appropriate area for public parking to assure easy access and the economic vitality of the district.

Public pedestrian enclaves, such as plazas, can compliment downtown businesses by attracting people with comfortable and attractive public places to sit and relax. Like other outdoor public places, pedestrian enclaves downtown provide areas for resting and conversation, however, the design and use of these downtown spaces will be different.

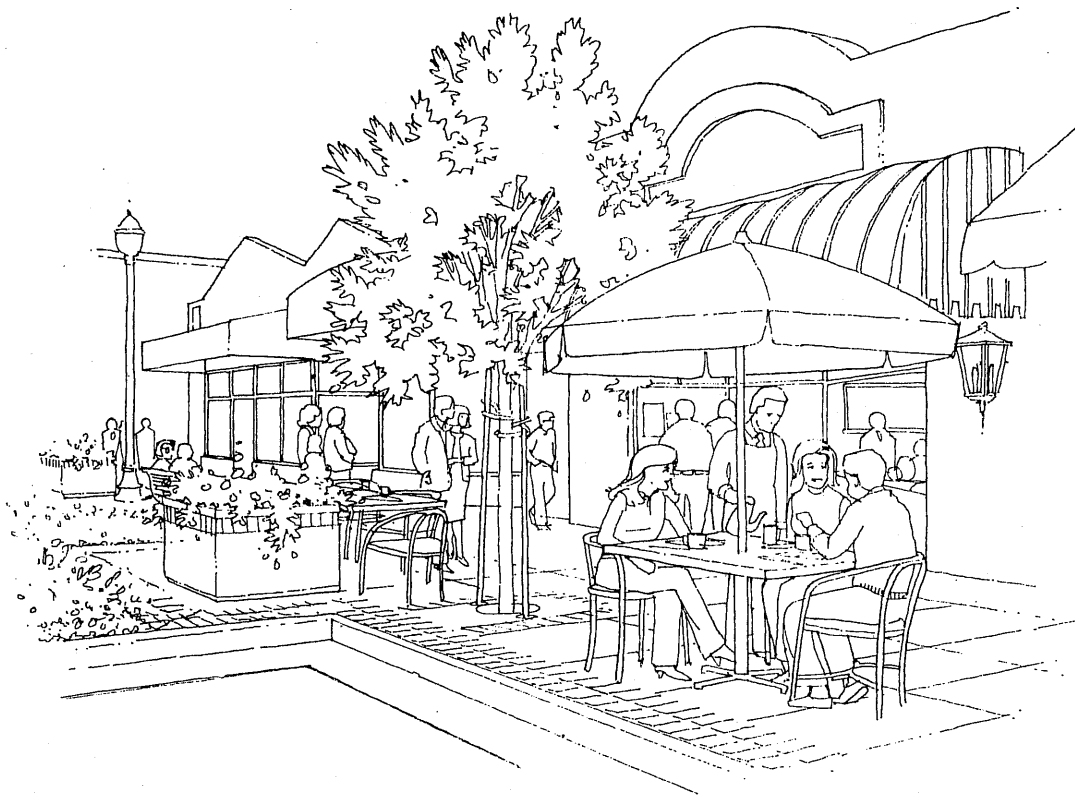


A large plaza downtown could create a diverse and exciting environment.

Downtown public places will have less landscaping and more hard pavement and will also have a more commercial character. Some cities encourage commercial businesses, such as outdoor dining, vendors and farmers markets to use portions of these outdoor public places.

In downtown Sunnyvale, there are several special pedestrian enclaves: the Murphy Avenue Historic District and a small plaza on Washington Avenue by the parking structure.

The 100 block of Murphy Avenue was designated a Heritage Landmark District to preserve the traditional mainstreet character and the historic collection of early 1900's buildings. In 1987, the City's Redevelopment Agency installed street and pedestrian improvements costing approximately \$1,000,000. The City installed benches, trees, flower pots, historic lighting fixtures, patterned street and sidewalk pavement, unique signage and a fountain. Wide sidewalks were also installed to accommodate outdoor dining. These improvements have created an invigorating and attractive pedestrian environment which promotes businesses on the street.



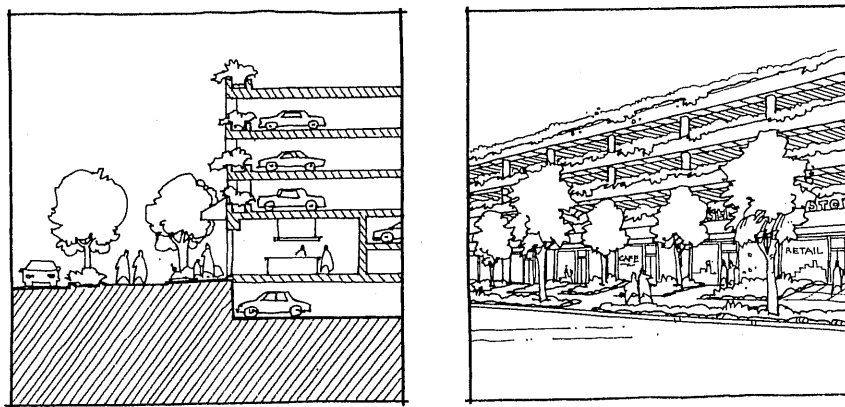
Outdoor dining on Murphy Avenue.

Another public pedestrian area is located on Washington Avenue by the parking structure. This is a small, shady courtyard which is beautiful, but easy to overlook. Future redevelopment near the courtyard could be oriented to increase the visibility and use of this courtyard. Downtown Sunnyvale is an excellent location for new plazas or other pedestrian enclaves. The City is studying a Downtown Specific Plan which may result in more public outdoor places downtown.

The parking district is another important public area for a vital downtown. The first parking district was formed downtown in 1951 to provide adequate, attractive and convenient parking. Two additional districts were added in 1958 and 1964, and later the three districts were merged into one. The current boundaries of the district are roughly, Mathilda Avenue, Evelyn Avenue, Carroll Street and Iowa Avenue. In 1982, the City Council approved a ten year parking district master plan.

Sunnyvale's downtown parking district was financed by bonds paid through an assessment district. No General Fund tax dollars are used to support the district. Ongoing maintenance is paid for through assessments levied on the benefitting properties. Properties within the district are then entitled to use the public lots for customer parking.

Businesses downtown benefit from the parking district because it maximizes the available parking and provides consistent, high quality parking for their patrons. Public parking lots identify the downtown as an important entertainment and shopping district. Public lots within the district have approximately 1.5 acres of attractive landscaping which also benefits downtown businesses and their customers.



Parking structures can be designed with shops on the street level to help screen cars and create an attractive commercial environment for pedestrians and motorists.

There is currently one parking structure downtown which is owned by the Redevelopment Agency and leased to Town Center. While the parking provided by this structure has

been essential to commercial development downtown, the location of the structure has caused some problems. The parking structure has isolated the Town Center Shopping Center from Mathilda Avenue. Instead of a high profile or strong entry from Mathilda Avenue, Town Center is hidden by the structure. Pedestrian access from Mathilda Avenue is also inhibited.

The location and design of any new parking structures downtown needs to be carefully planned. When possible, parking structures should include stores or other commercial business on the ground floor, so that the parking is less visible and does not detract from the vitality of the streetscape. This is especially important in small downtowns like Sunnyvale, where parking structures are more noticeable and the gaps in commercial activity more intrusive. Parking structures can also be made more attractive with plantings, quality exterior finishes, architectural detailing and building articulation.

Below grade parking is another good alternative for new parking structures because the parking is hidden and does not block or preclude commercial businesses. Recent conceptual and draft plans for downtown Sunnyvale have suggested below grade parking or highly integrated parking structures for new development. Below grade parking is well suited for downtown Sunnyvale because the available land area is limited. Using the limited space for commercial, office, entertainment or public uses would create a more vibrant downtown, than using much of this same space for parking.

Public and Quasi-Public Facilities

Federal, State and County agencies and most Special Districts are autonomous. The City has no jurisdiction over the architectural and site design or maintenance of facilities owned by these agencies. The public and quasi-public buildings do not require design approval or building permits from the City. In the past, most of these other agencies have consulted with the City concerning development of their properties and have cooperated with many of the City's development standards. It is important that Sunnyvale continues to pursue strong intergovernmental cooperation with other government agencies.

Schools. There are 11 elementary schools, 3 junior high schools and 1 high school currently open in Sunnyvale. Sunnyvale schools add significantly to the quality of life in the community. These schools provide open space and a focus for many of the City's neighborhoods. Some schools have an important architectural and social history. Fremont High School was designed by noted architect William Weeks and the distinctive Spanish style architecture is one of Sunnyvale's most significant buildings.

Open space, play fields and landscaping generally occupies 50% to 60% of most school sites. There has been a gradual decline of educational funding available to maintain school grounds. Because of the importance of this open space to the community, the City shares in the maintenance of school sites in Sunnyvale. This assistance helps insure that Sunnyvale schools can continue to be a valuable community resource.

State and Federal Facilities. State and Federal facilities occupy 192 acres within the City limits and another 650 acres within the urban service area when Moffett Naval Air Station is included. State and Federal facilities include buildings such as the U. S. Post Office, State Employment Office and Navy buildings in the Moffett Field area.

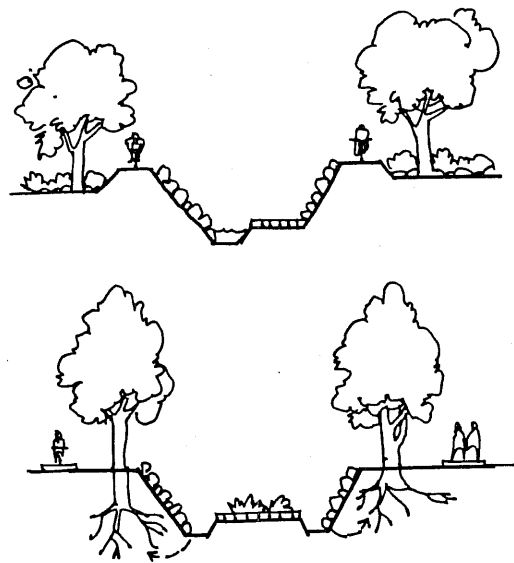
Moffett Naval Air Station has a significant effect on the way Sunnyvale looks and functions. The part of Moffett Field within the City's urban service area is currently unincorporated, but would be a part of Sunnyvale when annexed. In 1989, the U. S. Department of Defense announced that they are considering closing Moffett Field. If Moffett Field were to close, this would reduce noise levels in the existing flight path over Sunnyvale and allow different types of development in the Air Installation Compatible Use Zone (AICUZ). Closure could also affect the balance of land uses in Sunnyvale, depending on the disposition of the airfield and possible redevelopment.

County Facilities. Santa Clara County operates the Municipal Court House located within the Civic Center and the Santa Clara County Water District is responsible for creeks, streams and flood control channels in Sunnyvale.

The County Court House is difficult for people to locate because it is not well marked. Better signage and instructions to courthouse users could alleviate this problem.

The Santa Clara County Water District is responsible for the waterways in Sunnyvale. This responsibility is limited to maintenance and flood control and does not extend into improving these areas for recreational purposes.

There are only two creeks running through Sunnyvale; Steven Creek on the west edge of town and Calabazas Creek on the eastern edge. The Water District also maintains flood control channels throughout Sunnyvale. Most of these natural drainage swales have been channelized with concrete embankments to restrain runoff from adjoining properties. While the channelization has had a practical purpose, it has been disruptive to the natural ecosystem and appearance of these seasonal streams and drainage swales. During the summer, these flood channels are often overgrown with weeds and littered with trash. These areas look barren and unattractive.



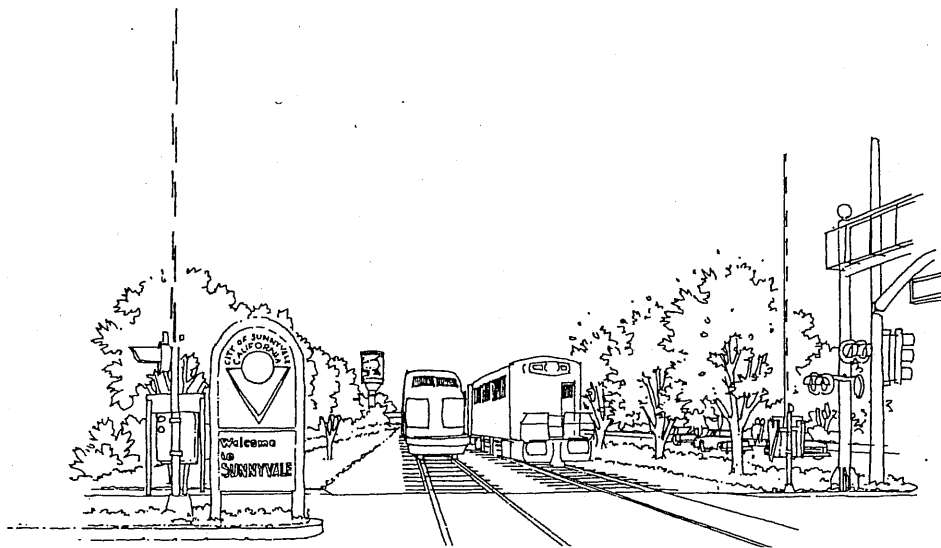
Flood control channels can become attractive recreational areas.

It may be possible to work with the Water District to beautify these drainage channels with indigenous plants and trees which would use the seasonal water supply. The City and County could also investigate other innovative ways to maintain and use the flood channels, so they would be a natural resource for the City rather than an eyesore. As open space becomes more scarce in Sunnyvale, it becomes more important that the remaining open space is well utilized and attractive.

The Hetch-Hetchy Right-of-Way. The underground Hetch-Hetchy aqueduct runs across the northern part of Sunnyvale for 4.75 miles. The City and County of San Francisco owns the 80 ft. wide right-of-way for the Hetch-Hetchy. About 25% of the ground above the Hetch-Hetchy is used for schools, parks, a bike path and leased parking areas. The rest of the 46 acre right-of-way is unimproved. The unimproved areas often collect weeds and trash and these areas could be put to better use.

The City installed and maintains a bike path on the Hetch-Hetchy which connects Orchard Gardens Park with Lakewood Park. This is a good example of an innovative and productive use of the right-of-way and intergovernmental cooperation. There may be other possibilities for both public and private use of the right-of-way, so that this land can be used in a more beneficial manner.

Utilities and Transportation. Pacific Gas and Electric Company and Southern Pacific Railroad also manage significant tracks of land which cut through Sunnyvale. Southern Pacific railroad lines run from east to west through the center of town. P. G. and E. has tall transmission towers which also occupy a large area and have an impact on how the City looks. Neither the P. G. and E. tower easements or the railroad lines have been improved to look more attractive. There is also only limited maintenance to these areas. The City has installed some landscaping along the railroad lines, but more is necessary. Better improvements along the railroad lines and P. G. and E. easements are needed to make these areas as attractive as other private and public properties in Sunnyvale.



Railroad lines could be improved to present a more attractive image of Sunnyvale.

COMMUNITY CONDITION INDICATORS

		FY 89/90	FY 90/91	FY 91/92
Development Trends				
1.	Acres of Vacant Land	340		
2.	Housing Construction			
	SFD detach.	23		
	SFD attach	117		
	Duplex	0		
	Multi-Family	825		
3.	% of Projects on Redeveloped Property	37%		

The City's Image

1.	Number of Gateway Improvements	0
2.	Number of Historic Landmarks and Districts	10
3.	Areas with Specific Plans	2
4.	Areas with Design Guidelines or Landscape Standards	1

The View from the Road

1.	Acres of Public Landscaping on the Roadway	60
2.	Number of Roads with Median Landscaping	14
3.	Number of Street Trees	31,900

Private Development

1.	Number of Approved Public Artworks on Private Property	7
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Public Facilities

1.	Number of Parks and Recreation Centers	18
2.	Acres of Parks and Recreation Facilities	370
3.	Number of Open Schools	
	Elementary	11
	Junior High	3
	High School	1
4.	Acres of State and Federal Facilities within the Urban Service Area	842

COMMUNITY DESIGN GOALS, POLICIES AND ACTION STATEMENTS

INTRODUCTION

This section of the Sub-Element contains the goals, policies and actions for guiding the design of future development on both public and private properties. The goals and policies capsulize the intent of the Community Design Sub-Element and provide direction for future decisions affecting the physical form of the City. The Action Statements reflect a more specific way to implement the goals and policies.

The goals, policies and action statements within the Community Design Sub-Element are based on the following assumptions:

1. Identity. Residents, business owners and visitors benefit from a defined and attractive image for the City as a whole and for Sunnyvale's unique districts and neighborhoods. A more clearly articulated image will create a more memorable place. This sense of place and identity is important to the well being of the community.
2. Legibility. A legible environment allows people to make sense of their surroundings. Legible environments require diversity where the various components have a clear and understandable meaning. Sunnyvale needs more distinguishing features to acknowledge and celebrate the unique districts and services comprising the City.
3. Comfort and Safety. Safety and comfort are basic to the welfare of the community. Roadways, buildings and site plans can be designed to promote safety and comfort. A safe and comfortable environment should be available for all types of transportation, including pedestrian, and available to everyone in the community.
4. Integration. Projects which are integrated with surrounding properties or districts improve the quality of life by reducing visual and functional conflicts. Integration of new construction has practical benefits and improves the appearance of the physical environment.
5. Enjoyment. People are attracted to environments where there are beautiful and enjoyable features. People need places which are enjoyable and fun. Enjoyable environments are places designed to be responsive to people

and human needs, rather than merely efficient. Well designed and attractive buildings and roadways, and outdoor places with appealing landscaping and artworks are essential to the enjoyment of the physical environment.

6. Community. Public places which are owned and shared by everyone create a sense of belonging and identity for the community. Public places bring people together and promote mutual respect and civic pride.

CITY'S IMAGE

GOAL A: PROMOTE SUNNYVALE'S IMAGE BY MAINTAINING, ENHANCING AND CREATING PHYSICAL FEATURES WHICH DISTINGUISH SUNNYVALE FROM SURROUNDING COMMUNITIES AND BY PRESERVING HISTORIC BUILDINGS, SPECIAL DISTRICTS AND RESIDENTIAL NEIGHBORHOODS WHICH MAKE THE CITY UNIQUE.

Policy A.1: Identify the boundaries of the City with attractive and distinctive features.

Action Statements

- A.1.a. Encourage unique and uniform roadway landscaping and, where possible, median improvements to distinguish the City's boundaries.
- A.1.b. Continue to enhance the visibility, accessibility and use of the San Francisco Bay on the City's northern boundary.
- A.1.c. Consider studying ways to minimize the barrier impact of highways and expressways by developing design approaches which relate these roadways to the rest of the community.
- A.1.d. Continue to develop a comprehensive gateway improvement program to select major gateways for improvements such as special landscaping, signage, visitor information centers, patterned pavement, monuments or artwork and unique private development standards.
- A.1.e. Consider installing new City of Sunnyvale monument signs at major gateways into Sunnyvale and developing a comprehensive sign program to identify major attractions within the City.

- A.1.f. Locate City of Sunnyvale signs in attractive surroundings and, whenever possible, in medians with distinctive landscaping.
- A.1.g. Encourage distinctive and attractive buildings and site design at major gateways into Sunnyvale.
- A.1.h. Maintain a compatible scale with the roadway when designing gateway improvements.

Policy A.2: Ensure that new development is compatible with the character of special districts and residential neighborhoods.

Action Statements

- A.2.a. Maintain design guidelines and policies for new construction in historic districts which define acceptable building styles, shapes, rooflines, colors, materials, fenestration and setbacks and develop new guidelines as needed.
- A.2.b. Continue to maintain and develop zoning standards which preserve the quality of residential neighborhoods.
- A.2.c. Continue to encourage infill development or redevelopment which is compatible with the use, density, setbacks, height and, where possible, the predominant building style and size of the surrounding district or neighborhood.
- A.2.d. Continue to identify and adopt methods of preserving historic resources and special districts.

Policy A.3 Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

Action Statements

- A.3.a. Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.
- A.3.b. Consider development of specific plans or design guidelines for the El Camino Real Commercial District and Mathilda Avenue corridor and study the feasibility of specific plans or guidelines for portions of Evelyn Avenue.
- A.3.c. Continue to preserve buildings with unique historic or architectural value.

- A.3.d Protect historic landmarks by discouraging adjacent development which hides or overwhelms their unique qualities.
- A.3.e Encourage new landmarks and features to distinguish districts and neighborhoods.
- A.3.f Strengthen the downtown as the visual as well as functional focus of Sunnyvale.
- A.3.g Consider design features that help locate the downtown district and emphasize the roadways and intersections leading downtown.
- A.3.h Encourage distinctive projects at major nodes which have a coherent spatial relationship and create dynamic spaces at these intersections.
- A.3.i Maintain existing programs and study new programs which promote the maintenance and quality of residential neighborhoods.

THE VIEW FROM THE ROAD

GOAL B: CREATE AN ATTRACTIVE STREET ENVIRONMENT WHICH WILL COMPLIMENT PRIVATE AND PUBLIC PROPERTIES AND BE COMFORTABLE FOR RESIDENTS AND VISITORS.

Policy B.1: Maintain and provide attractive landscaping in the public right-of-way to identify the different types of roadways and districts, make motorists more comfortable and improve the enjoyment of residential neighborhoods.

Action Statements

- B.1.a Continue to maintain and provide landscaped medians on major thoroughfares where it is physically and financially feasible.
- B.1.b Maintain and provide professionally designed medians with an interesting and attractive variety of ornamental, deciduous and evergreen trees and plants which are predominantly water-wise and drought resistant.
- B.1.c Continue to design landscape medians for easy and safe maintenance.

- B.1.d. Encourage tree selection in the right-of-way which is in scale with the type of roadway and emphasizes important gateways.
- B.1.e. Consider uniform and cohesive landscape themes for districts, major thoroughfares, City boundaries and neighborhoods.
- B.1.f. Continue to choose roadway trees based on the planting site micro climate, whether the tree species is disease and insect resistant, location of utility wires, size of the planting site, root system potential for sidewalk damage, pruning requirements and the appropriateness of the visual characteristics of the trees.
- B.1.g. Encourage trees which do not obscure business signage in commercial districts.
- B.1.h. Continue to provide attractive canopy trees in residential districts.
- B.1.i. Investigate new varieties of trees for use in the City right-of-way.
- B.1.j. Continue to plant and maintain street trees along the public right-of-way and identify areas which require replanting or replacement trees.

Policy B.2: Provide a safe and comfortable system of pedestrian and bicycle pathways.

Action Statements

- B.2.a. Continue to maintain City sidewalks and study ways to prevent root damage.
- B.2.b. Consider studying alternatives or modifications to monolithic sidewalks to provide traffic buffers for pedestrians.
- B.2.c. Consider installing street trees next to the curb along major thoroughfares with significant pedestrian activity or in special areas which would benefit from a unified landscape theme.
- B.2.d. Cooperate in regional efforts to establish a bay trail around San Francisco Bay.
- B.2.e. Consider installing benches on sidewalks where there are shady resting spots or scenic vistas.

Policy B.3: Minimize elements which clutter the roadway and look unattractive.

Action Statements

- B.3.a. Maintain the requirements for undergrounding overhead utility wires.
- B.3.b. Maintain and develop programs to achieve more attractive private fencing facing the public right-of-way.
- B.3.c. Continue to work with County and State agencies to choose appropriate colors, textures and landscaping for sound walls on freeways and expressways.
- B.3.d. Encourage soundwall location and design which emphasizes important gateways into Sunnyvale.
- B.3.e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.
- B.3.f. Continue to ensure that signage is used to identify businesses rather than advertise them.

PRIVATE DEVELOPMENT

GOAL C: ENSURE THAT BUILDINGS AND RELATED SITE IMPROVEMENTS FOR PRIVATE DEVELOPMENT ARE WELL DESIGNED AND COMPATIBLE WITH SURROUNDING PROPERTIES AND DISTRICTS.

Policy C.1: Place a priority on quality architecture and site design which will enhance the image of Sunnyvale and create a vital and attractive environment for businesses, residents and visitors, and be reasonably balanced with the need for economic development to assure Sunnyvale's economic prosperity.

Action Statements

- C.1.a. Continue to improve the design review process by using design professionals on staff and developing design guidelines to direct developers and assist the City in architectural and site review.

- C.1.b. Consider developing handout and summaries of design policies, guidelines and regulations to assist developers early in the project design process.
- C.1.c. Continue to insure that projects have amenities which make them attractive and that these features are not sacrificed to maximize development potential.

Policy C.2: Review site plans to insure the design is compatible with the natural and surrounding built environment.

Action Statements

- C.2.a. Encourage site design which preserves scenic vistas and maximizes solar orientation for heating and cooling.
- C.2.b. Continue to monitor and develop standards for the preservation of mature trees and landscaping and encourage the preservation of landscaping to be considered early in the site design.
- C.2.c. Continue to require that sites be designed so that the building locations, driveways, parking, exterior mechanical equipment, auxiliary structures and service access areas are attractive and compatible with adjoining properties and the public right-of-way.
- C.2.d. Continue to require that on-site lighting be energy efficient, unobtrusive and located to minimize off-site glare while providing adequate night time safety.
- C.2.e. Encourage site plans to be integrated with the adjoining road pattern, and at important junctures, provide view corridors into the project or other interesting features which will engage people.
- C.2.f. Continue to review project design to insure minimum noise impacts to adjoining properties and reduce noise impacts from off-site sources, such as traffic.
- C.2.g. Consider studying areas where the street and building setback relationship could be improved.
- C.2.h. Encourage new construction to be compatible with the open space characteristics between buildings in districts or neighborhoods.
- C.2.i. Continue to require landscaped buffers on commercial or residential properties which provide adequate protection for adjoining residential properties.

C.2.j. Consider prohibiting wing walls or other blank, high walls on buildings in order to create attractive transition zones between buildings.

C.2.k. Continue to require the screening of exterior mechanical equipment.

Policy C.3: Ensure that site design creates places which are well organized, attractive, efficient and safe.

Action Statements

C.3.a. Encourage sites to have obvious and easy to locate entries.

C.3.b. Encourage site plans to have a legible organization including focal points and features which provide direction and clarity about the use of the site.

C.3.c. Encourage multiple family residential projects to have differentiated outdoors spaces, including private entries which provide individual identity, semi-private transitional spaces and common areas with unrestricted and easy access.

C.3.d. Encourage integrated site plans which have clear boundaries, similar detailing for all the elements and a complementary relationship with the building.

C.3.e. Encourage design elements which are pleasant to the senses.

C.3.f. Continue to require adequate, attractive, water-wise, drought tolerant and efficiently irrigated landscaping and routinely review landscape standards.

C.3.g. Consider investigating innovative approaches to parking lot landscaping which provide shade and vertical relief to large asphalt areas.

C.3.h. Continue to require full perimeter landscaping around parking lots whenever possible.

C.3.i. Encourage outdoor areas for relaxation or eating which are protected from noise and traffic.

C.3.j. Encourage sites to be designed with a sense of mystery so that the design is interesting and engaging.

C.3.k. Continue to require visible and attractive artworks for new private development at gateways and on large commercial and industrial properties.

- C.3.l. Encourage reciprocal ingress-egress easements between commercial properties whenever feasible to minimize curb cuts, increase landscaping and improve vehicular safety.
- C.3.m. Continue to require site plans with good public visibility of entries, adequate night time lighting, safe on-site circulation systems and quick, unobstructed access routes for fire and police services.
- C.3.n. Continue to require sites plans to be easily navigated by people with handicaps and for some projects consider innovative features in excess of minimum state standards for handicap access.

Policy C.4: Encourage quality architectural design which improves the City's identity, inspires creativity and heightens individual as well cultural identity.

Action Statements

- C.4.a. Encourage easily identified and attractive building entrances which are oriented to the street.
- C.4.b. Consider eliminating floor area ratio restrictions on entrances which enhance the architecture of the building and cannot be converted to work space.
- C.4.c. Require roof elements to wrap around the building so that the element looks integrated and not just pasted on.
- C.4.d. Encourage clear glass windows at the pedestrian level for commercial buildings to provide visibility of the activities inside stores and restaurants and visibility of pedestrian activity outside.
- C.4.e. Continue to require mechanical equipment to be fully screened and integrated with the architecture of the building.
- C.4.f. Encourage building windows to have a shape and spacing consistent with the building style.
- C.4.g. Encourage below grade parking to be unobtrusive and integrated with the building architecture by continuing the same materials and colors as the building, screening auto entrances from public view and using landscaping and berming to reestablish a natural relationship with the ground.

- C.4.h. Consider developing zoning ordinance standards for minimum depths of below grade parking and avoid at grade parking under buildings.
- C.4.i. Encourage buildings with two or more stories to have architectural elements which create a pedestrian scale on the ground level, such as variations in the textures and materials, differentiated piers and columns, recessed entries and windows, awnings or offset planes.
- C.4.j. Avoid tall buildings which create a tunnel effect and where necessary step the building back above the second level or stagger setbacks on the street.
- C.4.k. Encourage buildings to have interesting articulation on all sides through changes in the building plane and height and the addition of elements such as deeply recessed or bay windows, porticos or dormers which create shadow and texture.
- C.4.l. Avoid blank walls on the ends of buildings facing the roadway and provide detail and articulation on these elevations.
- C.4.m. Encourage the spacing and size of doors and windows to have a rhythm compatible with the architectural style.
- C.4.n. Encourage buildings where each of the building elements, such as windows, roofs and walls, are in proportion with each other.
- C.4.o. Encourage high quality, durable materials for buildings which create texture.
- C.4.p. Avoid piecemeal embellishment, frequent changes in materials or materials that are incompatible with the building style.
- C.4.q. Encourage exterior building materials to wrap around corners and any change in materials only to be made in locations where there is a change in the building plane or where a change in materials is effectively used to identify the base of the building.
- C.4.r. Review building colors in the context of the scale of the building and avoid strong colors which may be overwhelming at larger scale.
- C.4.s. Encourage buildings where all of the design elements, such as colors, materials, style and ornamentation are unified and create cohesive, attractive and distinctive architecture.

Policy C.5: Ensure that buildings are appropriate to their context and designed to be compatible with surrounding properties and special districts.

Action Statements

- C.5.a. Encourage new construction to be consistent with the horizontal or vertical building orientation or building shape of special districts or streetscapes.
- C.5.b. Encourage roof styles which are similar to surrounding buildings or unique districts.
- C.5.c. Avoid buildings which do not have a similar scale or height as surrounding properties, except at gateways or for landmark structures.
- C.5.d. Consider studying floor area ratio limitations for residential and commercial districts.
- C.5.e. Avoid building colors which are not compatible with adjoining properties or special districts.
- C.5.f. Encourage new construction to be designed so that it minimizes the impact on the privacy of adjoining residential properties.
- C.5.g. Avoid tall buildings which substantially shade adjoining residential properties.
- C.5.h. Continue to require additional setbacks for new construction when necessary to preserve the light, air, views and privacy of adjoining residential properties.

PUBLIC FACILITIES

GOAL D: PROVIDE PUBLIC FACILITIES WHICH ARE ACCESSIBLE, ATTRACTIVE AND ADD TO THE ENJOYMENT OF THE PHYSICAL ENVIRONMENT.

Policy D.1: Ensure that Sunnyvale's public facilities are easily identified, accessible, attractive and representative of the community's values and aspirations.

Action Statements

- D.1.a. Consider implementing a comprehensive sign program for public facilities and City of Sunnyvale entry signs which may include maps to show the location of City facilities.
- D.1.b. Establish a consistent design vocabulary for all public signage including fixture type, lettering, colors, symbols and logos.
- D.1.c. Consider providing for the use of well designed banners for City events, holidays and other special occasions.
- D.1.d. Consider implementing ways to increase the visibility of the Civic Center on Mathilda Avenue and El Camino Real and consider better identification for the Community Center along Remington Avenue.

Policy D.2: Maintain beautiful and comfortable outdoor public places which provide a shared sense of ownership and belonging for Sunnyvale residents, business owners and visitors.

Action Statements

- D.2.a. Continue to provide public parks where people can enjoy nature, exercise, socialize and relax.
- D.2.b. Continue to provide courtyards and public plazas around City buildings and encourage at least one large plaza downtown.
- D.2.c. Encourage public courtyards and plazas to have: comfortable, shady places to sit; protection from automobile noise and fumes; defined boundaries; and, where appropriate, water elements and artworks.
- D.2.d. Choose water elements, such as fountains or water sculptures, which will look attractive when water is not available because of drought conditions.
- D.2.e. Continue to acquire public artworks which contribute to the public identity of outdoor places and provide pleasure and enrichment for Sunnyvale residents.
- D.2.g. Encourage selection of public artworks which have a broad appeal and capture the aspirations or social and cultural heritage of the community.

- D.2.h. Insure that some public artworks are meant for children and for touching and playing.
- D.2.i. Insure that the scale and subject of public art is appropriate to its location.
- D.2.j. Encourage some commercial activities in public plazas downtown.
- D.2.k. Continue to encourage pedestrian and commercial activity on the sidewalks of the historic 100 block of Murphy Avenue.
- D.2.l. Encourage new redevelopment downtown to be oriented to increase the visibility and use of the small courtyard on Washington Avenue by the parking structure.
- D.2.m. Support the parking assessment district downtown.
- D.2.n. Encourage below grade parking downtown and avoid parking structures which hide important buildings and districts or block the view into the downtown from major roadways.

Policy D.3: Work with outside government agencies to achieve attractive public and quasi-public facilities consistent with the quality of development in Sunnyvale.

Action Statements

- D.3.a. Encourage adequate, attractive and legible signage for public and quasi-public facilities not owned by Sunnyvale.
- D.3.b. Cooperate with the Santa Clara Water District to develop programs to improve the appearance flood control channels and drainage swales.
- D.3.c. Cooperate with the City and County of San Francisco on improvements to the Hetch Hetchy right-of-way to make better use of this large open space area.
- D.3.d. Encourage PG&E and Southern Pacific Railroad to improve the appearance of transmission line easements and the railroad lines.

Design Glossary

Articulation: Variations in the depth of the building plane which break up monotonous walls and create interesting patterns of light and shadow.

Character: Special physical characteristics of a structure or area that set it apart from its surrounding and contribute to its individuality.

Compatible: Elements or buildings that are in harmony with their surroundings and retain an individual identity while being perceived as part of a homogenous whole.

Districts: Areas of a City which have a unique character which is identifiable as different from surrounding areas because of distinctive architecture, streets, culture, landmarks or the type of activities and land uses.

Diversity: Elements that are different from one another and have various forms or qualities.

Gateway: A place where many people enter or leave the City which has the potential to distinguish the City's boundaries.

Goal: A statement of public purpose that establishes a general direction of effort on a comprehensive city-wide level and indicates the ends to be achieved by various actions.

Identity: A quality of sameness that makes a city, place or building unique and gives it a distinguishing character.

Image: The mental picture of a city or place taken from memory and based on subjective experience.

Landmarks: Visually prominent and outstanding structures or natural features that function as points of orientation and identification for individuals and areas of the City.

Legible: The organization of the physical parts of a building, site or area into a coherent pattern that is easily understood.

Nodes: Junctions where roadways or other pathways intersect and there is a crossing or convergence of paths.

Policy: A general course of action leading to the realization of goals and objectives, and indicating priorities to serve as a guide for decision making.

Scale: The relative relationship in size of buildings and other objects to one another.